

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Festival on the Green Subcommittee**

**Monday, May 16, 2011**

**Partnership Offices**

**1244 Storrs Road (Storrs Commons)**

**(860) 429-2740**

**5:00 p.m.**

**Minutes**

**Present:** Tom Birkenholz, Janine Callahan, Janet Jones, Natalie Miniutti, and Barry Schreier

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Kathleen Paterson called the meeting to order at 5:12 pm.

**2. Review *Festival* site**

The site walk was postponed due to rain.

**3. Public comment**

There was no public comment.

**4. Approve Minutes from May 2, 2011**

Barry Schreier moved to approve the Minutes as presented.

Janet Jones seconded the motion.

The Minutes were approved unanimously.

**5. Review Task List**

Set-up: Natalie Miniutti shared draft site plans with the sub-committee. She reported that Ralph Pemberton said that the band could use one of the art rooms as a waiting area. She confirmed that the stage will fit in the selected area.

Mr. Schreier asked where the tables and chairs that are usually around the green will be located.

Ms. Paterson noted that Dining Services has not yet confirmed that they can loan the tables and chairs as they have done in the past as they are working on their plans for UConn's Family Weekend.

After some general discussion, the sub-committee agreed to leaving space on the pavement and on the grass directly in front of the stage area open for dancing and picnicking. If the tables and chairs are available, they will be placed on the pavement.

Tom Birkenholz asked if there were plans to place banners or signs along the road.

Ms. Paterson answered in the affirmative.

Janine Callahan suggested asking Dining Services for the "Dancing Dennis" inflatable chef. **Ms. Paterson will make the request.**

Ms. Jones suggested that the food vendors be grouped together or interspersed in groups of 3-4 booths rather than completely spread out.

There was general consensus to group sponsors and food booths together.

Mr. Schreier noted that he and Mr. Birkenholz plan to have an announcer for the Parade again.

Activities: Ms. Paterson said that she listed the deadline to sign up as July 29, so that the sub-committee has plenty of time to determine the final set-up before vendor notifications are mailed.

Ms. Miniutti shared some activities ideas from the Connecticut book fair held at UConn.

Ms. Paterson reported that she asked Marcia Firsick at the UConn Co-op about the costumed storybook characters. She explained the costumes can be rented for a fee and that volunteers would be needed to wear the costumes.

Mr. Schreier suggested getting the vegetable costumes from the Department of Agriculture. **Ms. Paterson will make the request.**

Ms. Jones suggested finding a balloon artist. **Ms. Miniutti will look for a balloon artist.**

Ms. Miniutti suggested finding pet therapy animals. **Mr. Birkenholz will find a contact for the group that comes to the hospital.**

**Ms. Paterson will look into the cost of new *Festival* banners.**

Ms. Jones suggested selling banners to sponsors or individual contributors.

Ms. Miniutti volunteered to help design the new banners.

**Ms. Miniutti will check with Mr. Pemberton about possible options for the large banner.**

Ms. Paterson reported that two churches have expressed interest in hosting booths and asked the sub-committee for feedback.

Ms. Jones explained how the League of Women Voters accommodated area churches when she was involved with planning the Know Your Towns Fair.

After some discussion, the general consensus was to allow churches to participate as food booths, activity booths, or sponsors as long as they follow the same guidelines for other community organizations who are asked to have an interactive activity rather than an informational booth.

Mr. Schreier and Mr. Birkenholz asked that all groups that sign up for activity booths be encouraged to sign up for the Parade, too. **Ms. Paterson will add Parade information to the activity booth letter.**

Food: Ms. Paterson said the food letters are ready to be mailed pending the sub-committee's approval of the fee schedule. She shared copies of the fee schedule, as had been requested at the previous meeting.

Mr. Birkenholz asked how much the food vendors make on the event and suggested that a higher fee might be in order.

Ms. Paterson replied that, in the post-event questionnaire, the food vendors are asked how many visitors they serve but not how much money they make.

After some discussion, the general consensus was to keep the fees the same as in 2010.

Ms. Paterson asked the sub-committee for input on how to handle restaurants that may wish to serve similar items.

Ms. Jones suggested taking booths on a first come-first serve basis. She said she did not see a problem with having more than one person serving pizza, for example.

Parade: Mr. Schreier said that the official invitation letter/email will be sent in early June.

Sponsors: Ms. Paterson said that she is working with Gulemo to develop the sponsorship brochure. She added that Ms. van Zelm's letter has been drafted and both will be set once the brochure is printed.

Set-up: Ms. Callahan asked if Charter ever interviews *Festival* attendees when they do the filming.

**Ms. van Zelm will ask Mike Nelson to do so this year.**

Ms. Paterson wondered if Charter would be able to film this year with the new location.

**Ms. Miniutti will ask Mr. Pemberton if there is electricity available near where the Storrs Regional FFA holds its Christmas tree sale.**

**Ms. van Zelm will follow-up with CT-1 Media and the possibility of a sponsorship.**

## **6. Celebrate Mansfield Weekend**

Picnicpalooza!: Ms. Paterson said she spoke to Sara-Ann Bourque and Betsy Paterson who both said, in separate conversations, their preference is for a less formal musical performance, such as bluegrass.

She added that she and Ms. Bourque both prefer the site behind the high school with the understanding that additional signage in front of the high school is needed.

## **7. Adjourn**

Mr. Birkenholz moved to adjourn the meeting.

Ms. Miniutti seconded the motion.

The meeting adjourned at 6:45 pm.

*Minutes prepared by Kathleen M. Paterson*